## ORDER

37637 Orders Order / Rev: Alt Order #: 08885359 Product Desc: ISSUE KLAS Estimate: 2127 Flight Dates: 10/21/12 - 10/27/12 Primary AE: Mike Jones Original Date / Rev: 10/17/12 / 10/17/12 Sales Office: K-WAS Order Type: **GENERAL** Sales Region: National Agency Name: Waterfront Strategies Billing Type: Cash **Buying Contact:** Billing Calendar: Broadcast Billing Contact: 1010 Wisconsin Avenue Billing Cycle: EOM/EOC 15% Washington, DC 20007 Agency Commission: **House Majority PAC** Advertiser Name: A35+ New Business Thru: Demographic:

Product Codes: PO4

Revenue Codes:

LV1 Priority:

Advertiser External ID: AGY, POL, ISS Agency External ID:

Bill Plan **Totals** 

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/26/12	9	\$22,950.00	\$19,507.50

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	9	\$22,950.00	\$19,507.50	0.00	
Totals	9	\$22,950.00	\$19.507.50	0.00	

00:15:00

Order Separation:

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$22,950.00		
Market	100%	\$76,500.00		
Competitive Share	Share	Total		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$19,125.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,825.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
1	8	10/21/12	10/21/12	CBS News Sunda	ay Morr@M	CBS Sunda	y MorniS	:30	1	\$4,000.00LV1	0.00 NM	1	\$4,000.00
	CBS News Sunday Morning												
	CBS NEWS SUNDAY MORNING												
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	Veek: 10	/15/12	10/21/12	S	1	\$4,000.00	0.00						
2	8	10/21/12	10/21/12	8 News Now Sun	AM #2CM	8 News Nov	V Sun AS	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
				8 News Now Sun	AM #2								

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KLAS

Order / Rev:

37637

Advertiser:

House Majority PAC

Alt Order #:

08885359

Product Desc:

Flight Dates:

10/21/12 - 10/27/12

Estimate:

ISSUE 2127

	_		DID17 70001			2						
	Ln Ch Start		Inventory Code	e Break	Start/End	I Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
	8 NEWS NOW			SpotsAMook	Pata	Pating				ı		
	Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> S	Spots/Week	Rate \$2,500.00	Rating 0.00						
-			Live w/Kelly	CM	9-10a	MTWTF	:30	1	\$950.00LV1	0.00 NM	1	\$950.00
	0 0 10/22/	12 10/20/12	Live w/Kelly							(52.500) 5,20.00		
	LIVE! WITH KE	LLY	•									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10/22/12	10/28/12	MTWTF	1	\$950.00	0.00						
	4 8 10/22/	12 10/26/12	8 News Now No		12-1230p	MTWTF	:30	1	\$2,000.00LV1	0.00 NM	1	\$2,000.00
	8 NEWS NOW	AT NOON	8 News Now No	on IVI-F						- 1		
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10/22/12	10/28/12	MTWTF		\$2,000.00	0.00						
-	5 8 10/22/	12 10/26/12	Ellen	CM	3-4p	MTWTF	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
			Ellen									
	ELLEN			5 500								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
-	Week: 10/22/12	10/28/12	MTWTF		\$2,500.00	0.00	:30	1	\$2,000.00LV1	0.00 NM	1	\$2,000.00
	6 8 10/21/	12 10/21/12	Sun 530-6p Ins E Inside Edition W		530-6p	5	.30	,	\$2,000.00LV1	U.UU INIVI	1.	\$2,000.00
	INSIDE EDITIO	N	maide Edition VV	KIIG								
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
200	Week: 10/15/12	10/21/12	S	1	\$2,000.00	0.00						
	7 8 10/22/	12 10/26/12	8 News Now 4p		4-5p	MTWTF	:30	1	\$2,500.00LV1	0.00 NM	1	\$2,500.00
	O NEWO NOW	AT 4DM 0 4	8 News Now 4p	M-F								
	8 NEWS NOW			Spots/Week	Rate	Rating						
	Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> MTWTF		\$2,500.00	0.00						
-			8 News Now Sur		430-5p, 630		:30	1	\$1,000,00LV1	0.00 NM	1	\$1,000.00
	0 0 10/21/	12 10/21/12	8 News Now Su	1.5	(6:30 PM-7:				.,,			
	8 NEWS NOW	AT 630PM-S	UN									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	Week: 10/15/12	10/21/12	S		\$1,000.00	0.00						
	9 8 10/22	12 10/26/12	630-7p Inside Ed	dition CM	630-7p	MTWTF	:30	1	\$5,500.00LV1	0.00 NM	1	\$5,500.00
	INSIDE EDITIO	N.	Inside Edition									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Week: 10/22/12	10/28/12	MTWTF		\$5,500.00	0.00						
=						HANDA SAN AND AND AND AND AND AND AND AND AND A		F # 17 - 18		Totals	9	\$22,950.00